

Tobacco Education and Research Oversight Committee (TEROC) Master Plan Meeting Agenda

**Monday, April 11, 2005
9:30 a.m. – 4:00 p.m.**

California Department of Health Services
Training Room "C," First Floor
1500 Capitol Avenue
Sacramento, California

9:30 – 9:40	Welcome and Introductions	Kirk Kleinschmidt, Chairperson
9:40 – 9:45	Approval of Minutes from the January 24, 2005 Meeting; Correspondence; Announcements	Kirk Kleinschmidt
9:45 – 9:50	Agenda review	Kirk Kleinschmidt
9:50 – 10:10	<p>Cessation Policy</p> <p><u>Background:</u> Cessation issues have been presented to TEROC and discussed by the committee at numerous meetings over the past two years. At the last meeting, a motion to adopt a specific TEROC cessation policy was tabled until this meeting.</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none">• Determine if TEROC should adopt a specific cessation policy; if so, determine what the policy would address	Kirk Kleinschmidt
10:10 – 10:45	<p>Tobacco Statistics from Department of Health Services</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none">• Learn current tobacco use knowledge, attitudes and behaviors of Californians• Learn retail environment and tobacco industry sponsorship activities• Learn effective policy practices that are currently covered in California, and those that are not	David Cowling, DHS
10:45 – 10:50	BREAK	

10:50 – 11:15	Master Plan (MP) Process and Fundamentals <u>Expected outcome:</u> <ul style="list-style-type: none"> • Determine the structure and timeline for MP activities • Establish decision-making process • Review the MP vision, mission and goal; primary and secondary audiences; and format. Determine any changes. 	Kirk Kleinschmidt
11:15 – 11:45	Recommended MP Strategies <u>Expected outcome:</u> <ul style="list-style-type: none"> • Develop recommended strategies for each of the MP objectives • Consider barriers to implementation, strategies that build on success, and benchmarks for achievement 	Kirk Kleinschmidt
11:45 – 12:15	LUNCH BREAK	
12:15 – 2:30	Recommended MP Strategies (continued)	Kirk Kleinschmidt
2:30 – 2:45	BREAK	
2:45 – 3:45	Recommended MP Strategies (continued)	Kirk Kleinschmidt
3:45 – 4:00	Public Questions and Comments	Kirk Kleinschmidt
4:00	Adjourn	

Next TEROC Meetings:
May 24, 2005, Sacramento (Regular meeting)
September 15, 2005 (Regular meeting)

For information about this meeting, contact Kathony Jerauld at (916) 449-5492, or email kjerauld@dhs.ca.gov